

1. DEFINITIONS: DIFFERENCES BETWEEN MISSION AND VISION

To avoid the mistake of overlapping the two definitions, it is important to clarify that Vision and Mission certainly contribute to creating a climate of cohesion and shared purpose within the company, but they have substantially different meanings:

a) **The Vision** is a projection into the future, a strategic objective set by company ownership. The Vision is therefore understood as *“The Dream”*, what would ideally represent the company’s future destination as perceived by the ownership, which also expresses the values to be achieved. The company Vision thus expresses the long-term objectives to be achieved and toward which all employees must work.

b) **The Mission** defines the company’s present dimension as intended by the ownership. It can be described as the set of strategies that allow the company to fulfill its ultimate purpose and the way this purpose is interpreted.

The company Mission therefore indicates the ownership’s statement of intent toward the market—its ultimate goal, what distinguishes the company from its competitors, and what enables it to achieve predetermined results.

2. COMPANY VISION – General provisions

“To become the leading national reference point for water thermotechnics.”

3. COMPANY MISSION – General provisions

The Company shapes its conduct according to the principles of motivation, competence, and integrity, responding to the following priorities:

1. *Centrality of customer needs as individuals;*
2. *Focus on innovation with attention to environmental protection and sustainability;*
3. *Creation of a positive work environment where motivation and respect are primary company resources that help communicate externally our philosophy of promoting teamwork;*
4. *Protection and enhancement of the technical-professional and ethical value provided to customers;*
5. *Offering internal opportunities for growth and career development, reinforcing the company’s social role;*
6. *Involvement of all organizational levels in the realization of the Vision and Mission through information sharing and shared responsibilities.*